Reimagining Non-Profit Communications: The Importance of A Digital Media Plan for Rhody Outpost

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Reimagining Non-Profit Communications: The Importance of A Digital Media Plan for Rhody Outpost
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Goals of This Project
➢ Research the importance of social media for non-profit organizations
➢ Determine the social media habits of URI students
➢ Examine the evolution of digital marketing
➢ Conclude if Rhody Outpost is in need of a social media presence

Methods
➢ Consulted experts in the field of hunger and poverty
  ➢ Food & Housing Security Coordinator for URI
  ➢ Director of the URI Feinstein Center for a Hunger-Free America
➢ Created and distributed a survey to 75 URI students surrounding demographics, social media usage, Rhody Outpost awareness, & post engagement
➢ Obtained IRB acknowledgement

DEMOGRAPHICS
➢ Grade Breakdown
  o Freshman: 29.3%
  o Sophomore: 12%
  o Junior: 24%
  o Senior: 33.3%
  o Fifth Year: 1.3%
➢ Housing Type
  o On-campus housing
    • No kitchen: 25.3%
    • With kitchen: 6.7%
  o Off-campus
    • Commuting to URI: 32%
    • Learning remotely: 26.7%
  o At home
    • Commuting to URI: 2.7%
    • Learning remotely: 6.7%

SOCIAL MEDIA USAGE
65.3% of students spend 2-4 hours on social media per day.
89.3% of students use & enjoy Instagram the most.

POST ENGAGEMENT
81.3% of students preferred the post on the left
84% of students preferred the post on the left

RHODY OUTPOST AWARENESS by the numbers
➢ 80% of respondents have heard about the Rhody Outpost
➢ 38.7% of respondents heard about Rhody Outpost through a class
➢ 88% of respondents have not seen Rhody Outpost content on social media

Why does the Rhody Outpost need a social media presence?
Evident from my survey findings, as well as consulting on the importance of a social media presence for non-profit organizations with experts in the field of hunger and poverty, a strong social media presence could benefit The Rhody Outpost in a multitude of ways. By utilizing the resources and outreach that social media provides, the Rhody Outpost would be able to reach more students and develop a target audience with creative and engaging posts similar to the ones included in my survey. As important as it is for the Rhody Outpost to have a strong presence on the physical URI campus, it is just as important to develop a strong social media presence among URI students to keep students informed and aware about the incredibly helpful services that the Rhody Outpost provides. With over 65% of URI students using social media 2-4 hours a day, the Rhody Outpost has an incredible opportunity to reach a diverse array of URI students through developing a strong social media presence.

About Rhody Outpost
"The Rhody Outpost food pantry was created to help address [food insecurity] at URI. The pantry provides food and other items at no charge to students, along with services and resources". [The URI Website]